

**MINUTES OF THE REGULAR MEETING OF THE
TOBACCO USE PREVENTION AND CESSATION EXECUTIVE
BOARD
November 15, 2001**

Mr. Bain Farris, Chairman called the regular meeting of the Tobacco Use Prevention and Cessation Executive Board to order at 1:10 p.m., EST, in the 2nd floor conference center of the ISTA Building.

The following Executive Board members were present for all or part of the meeting:

Bain J. Farris, Chairman
Dr. Greg Wilson, Vice Chairman (Ex-Officio)
Karla Sneegas, MPH, Executive Director
Alan Snell, MD
Michael Blood, MD
Mohammad Torabi, Ph.D.
Alice Weathers
Frank Kenny
Richard Huber, MD
James Jones
Peggy Voelz
Robbie Barkley
J. Michael Meyer
Steve Simpson, M.D.
Matt Steward for Steve Carter (Ex-Officio)
Richard Feldman, M.D.
John Viernes, for John Hamilton (Ex-Officio)

The following Advisory Board members were present for all or part of the meeting:

Arden Christen, DDS
Cecilia (Bordador) Williams
Diana Swanson, NP (Advisory Board)

The following Executive and Advisory Board members were not in attendance:

Stephen Jay, MD
Robert Keen, PhD
Phyllis Lewis for Suellen Reed, EdD (Ex-Officio)
Bennett Desadier, MD (Advisory Board)
Steve Montgomery (Advisory Board)
Nadine McDowell (Advisory Board)
Robert Arnold (Advisory Board)
Diane Clements (Advisory Board)
Kate Taylor (Advisory Board)
Steven Guthrie (Advisory Board)
Kiki Luu (Advisory Board)
Olga Villa Parra (Advisory Board)
Kay Wheeler (Advisory Board)
Heather McCarthy (Advisory Board)

Agency staff in attendance:

J.D. Lux, Deputy Director & General Counsel
Anita Gaillard, Director of Community Programs
Celesta Bates, Finance Officer
Miranda Spitznagle, Director of Program Evaluations
Becky Haywood, Administrative Assistant

Others in attendance:

Larry Laswell, The Sanders Group
Alan Backler, Center for Educational Resources
Penny Davis, Indiana State Excise Police
Darla Shields, MZD Advertising
Harry Davis, MZD Advertising
Margaret Davidson, MZD Advertising
Bruce Bryant, Promotus Advertising
Nick Haynes, MZD Advertising
Robyn Eley, Smokefree Indiana
Dr. Rick Markoff, American Red Cross of Greater Indpls.
Mitz Hurst, Martin University
Gurinder Hohl, Marion Co. Health Dept
Grant Monohan, Indiana Retail Council
Jack Halloran, American Cancer Society
Jennifer Froclerman, National Federation of State High Schools
Kelly Alley, Smokefree Indiana
Patrick Tamm, Livengood & Associates
Sarah Renner, ACS
Jan Petty, Alliance for Health Promotion
Judy Stewart, ACS

Mr. Farris called for approval of the minutes of the September meeting. The minutes were approved with no corrections. Motion to approve minutes was made by Mr. Jones, seconded by Mr. Kenny. Motion approved.

There were announcements about some good media coverage related to the Great American Smokeout regarding the Indianapolis Fire Department going smoke free, as well as some regional press coverage, such as the South Bend Tribune.

Mr. Farris called for a financial report. Ms. Bates, agency CFO, gave the Financial Report, noting the Auditor's Office had corrected the \$5 million dollar deposit. The Auditor's Office put the ITPC Agency on the same schedule as all other state agencies, which receive transfers of the yearly appropriations in quarterly allotments. The Auditor withdrew the initial \$5 million dollar transfer. At this time the ITPCA has received it's first and second quarterly installments of \$1,250,000 each, for a total of \$2,500,000. Motion made by Dr. Torabi to approved report, seconded by Dr. Wilson. Motion approved.

Mr. Farris stated the opinion from the Attorney General's Office regarding the authority for the Board to spend our funds past July 1, 2001 has not been received. Mr. Steward stated we should be getting the opinion in writing in the next few days and has taken into consideration opinions from Legislative Services Agency, the State Budget Agency and the Board. The Attorney General's Office will be communicating with the Governor's Office on the outcome. Mr. Farris will inform the Board once the opinion has been received.

Mr. Farris complimented the staff and the Board for promoting the word out about the Community-based and Minority-based Partnership grants and is very impressed that counties are working together. Ms. Gaillard gave a Community-based grant report stating there were six review team meetings resulting in 34 counties recommended to receive funding with Board

approval. Some proposals were accepted as is and others accepted with modifications. A motion to approve the 34 counties listed was made by Dr. Torabi, seconded by Mr. Kenny. Motion approved. Ms. Gaillard also presented an informational sheet outlining the counties who have submitted proposals and what stage they were in review. Ms. Gaillard emphasized that the counties were not competing for the funds and each was assessed individually, although some had common goals. She remarked that the number of organizations working together in each community was impressive. Over 950 organizations are represented as collaborators in the proposals. Dr. Huber stated he participated in two review sessions and was overwhelmed by the complexity of the proposals and encourages everyone to sign up for a review team. Mr. Jones and Dr. Simpson raised the concern of providing funding guidelines to the counties while not knowing what activities are going on and how we may need data before we provide such feedback. It was recommended that the agency share activities among the counties and with the Board, possibly in a newsletter format.

Mr. Lux gave the Minority-based grant report. Review teams will begin meeting the first week of December. We have received 36 applications to date, representing 16 counties. Those approved by the review teams will be presented to the Board at the December meeting.

Mr. Lux gave a report on the Evaluation BAA review. The committee has narrowed the field to two bidders and has submitted some further questions through IDOA. The committee plans to meet again and have a recommendation for the December Board meeting.

Mr. Lux presented a review process for the statewide grant application. The agency will conduct a review and put together a summary report passing it on to the Review Committee. Mr. Farris stated this is essentially the same review process used for the other Community program grants. Ms. Sneegas announced that the application is ready to be released today. Interested applicants will have an opportunity to ask questions that will be posted on the website with responses. These grants, totaling \$6.25 million, will be competitive. The application must be postmarked by December 28, 2001. Motion to accept the grant application as written made by Dr. Wilson, seconded by Dr. Torabi. Motion approved.

Ms. Spitznagle gave the Evaluation Committee Report. The Memorandum of Understanding with the State Health Department, to support a larger sample size and additional questions to Indiana's Behavioral Risk Factor Surveillance Survey, has been signed by both agencies.

A motion made by Dr. Blood to approve meeting dates for 2002 as follows:

January 17th
March 21st
May 16th
July 18th
September 19th
November 21st

All meetings are from 1:00 p.m. to 4:00 p.m. Motion seconded by Dr. Feldman. Motion approved.

MZD/Nixon Group Media Report was presented by Harry Davis and Margaret Davidson. Mr. Davis reported MZD had conducted fifteen focus groups around the state with teens and adults. Smoking is very prevalent throughout Indiana and social acceptability is high. The attitudes toward smoking have been the same for decades. Smokers and nonsmokers do not see second hand smoke as a problem. Margaret Davidson provided a recap of the October 19th press conference. On October 18th–19th the Youth Advisory Board (YAB), representing students from all around the State, had their first meeting. There will be more opportunities for youth involvement. Ms. Davidson shared some media clips of press conference and YAB coverage. Dr. Simpson asked what techniques were being used in northwest Indiana to get the information out. Ms. Davidson stated that the ads are targeted to using cable systems, billboards, radio, and community events. Ms. Sneegas reminded the Board that once the community programs are up

and going we will be able to work with them at the grassroots level to get the information out. Ms. Weathers asked the rationale for not using minorities in the TV commercials. The selected commercials have had the greatest impact in all populations; therefore, we are getting the most for our money. Many shared positive comments received from the media campaign.

Ms. Sneegas stated that staff has been busy reviewing grant applications and thanked all Board members who have helped. The website is up and running and staff is continuing to add more material. Brown and Williamson Tobacco Company (B & W) is test marketing a new product, Advance, in Indianapolis. Several public health agencies were contacted to meet with B & W, but all have refused. In response, the Youth Advisory Board has requested a meeting with B & W.

Mr. Farris stated the tobacco tax might be proposed again this legislative session. Dr. Torabi said for every pack of cigarettes sold it costs the taxpayer \$2.38 cents. A motion made by Dr. Blood that we would support any significant increase in the cigarette tax, noting the fact that tobacco costs all taxpayers \$2.38 per pack of cigarettes sold, seconded by Dr. Feldman. Motion approved. Dr. Wilson stated legislators and others need to be contacted about the significance of the tax. The tobacco tax increase is one of the most important things we can do for public health.

Mr. Farris thanked staff for all of their work.

Meeting adjourned.